#### Press release [DRAFT V1]

March 2022

## [ORGANISATION NAME] acts to protect its customers as the UK’s phone lines go digital

Local telecare service [ORGANISATION NAME] is putting plans in place to make sure its customers can continue to use its vital services as the UK’s telephone network moves from analogue to digital.

[ORGANISATION NAME] supports more than XXXX people with its telecare service, which gives them the ability to easily get help in an emergency via its specialist call centre 24 hours a day. More than 1.8 million people¹ in the UK rely on this kind of technology, but the upgrade to digital phone lines will mean their equipment may need to operate via a broadband hub or even be replaced.

The UK’s existing telephone infrastructure is old and increasingly unable to cope as technology is used more often in homes. 'The new network will be digital, and will use the internet to allow you to make and receive phone calls, as well as increasing the system’s capacity for people to use computers and other devices.'. Although this doesn’t mean everyone will need to subscribe to a broadband service, it will mean many homes will need a broadband hub (router) to continue to use their landline.

[ORGANISATION NAME] is taking a proactive approach, contacting all of its customers to assure them that their service will continue to be there for them, day and night, and providing any new equipment if it’s needed. [SPOKESPERSON] said: ”The switch to digital will bring some great benefits, by making it faster for us all to use smart devices, stream services and work from home. However, we recognise that not everyone is aware of the move to digital and that it may leave some people, including those using our service, unsure of how it will affect them and may even cause anxiety. We’d like to reassure them that we’re working closely with telephone line providers to make the move to digital as stress-free as possible. If any of our customers have been contacted by their phone provider to say their line will be changing to digital, we’d encourage them to let us know, and to also ensure they make sure they tell their telephone provider that they have telecare equipment in their home.”

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